

Learn how to create high impact presentations with AI



Discussing an idea isn't the same as getting people to understand it. This course helps you structure your ideas and use AI to improve your presentations.

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In a world where **Artificial Intelligence (AI)** is advancing rapidly, the challenge lies not only in using technological tools but also ensuring that **people really understand your ideas.**

That's the premise of the course *High Impact Presentations with AI*, created by **José Luis Mata Fernández** from [Tec de Monterrey](#), who unearths a contradiction: *"although we have more technology than ever, our messages contain less human connection."*

*"The arrival of AI means **human skills** are becoming more important," he says. "We need clarity in our messages, and that clarity doesn't come from PowerPoint or Canva. **It comes from our capacity to think, argue, and connect.**"*

That's how this **MOOC** (Massive Open Online Course) came into being on the [Coursera](#) platform.



The screenshot shows the Coursera interface for a course titled "Presentaciones de Alto Impacto con IA" (High Impact Presentations with AI) offered by Tecnológico de Monterrey. The page features the Coursera logo, a search bar with the text "¿Qué deseas aprender?", and a "Títulos de grado" link. The course title is prominently displayed in large black font. Below the title, there are two instructor profile pictures and the text "Instructores: José Luis Mata Fernández +1 más". A blue button with white text says "Inscríbete gratis" and "Comienza el 4 de jul.". Below the button, it states "1589 ya inscrito". At the bottom, it says "Incluido con coursera PLUS" and provides a link "Obtener más información".

This course teaches you how to communicate effectively with different audiences. Photo: Taken from Coursera

What can I learn?

This course develops skills related to influence: how to communicate effectively with different audiences such as **leaders, professionals, or students**.

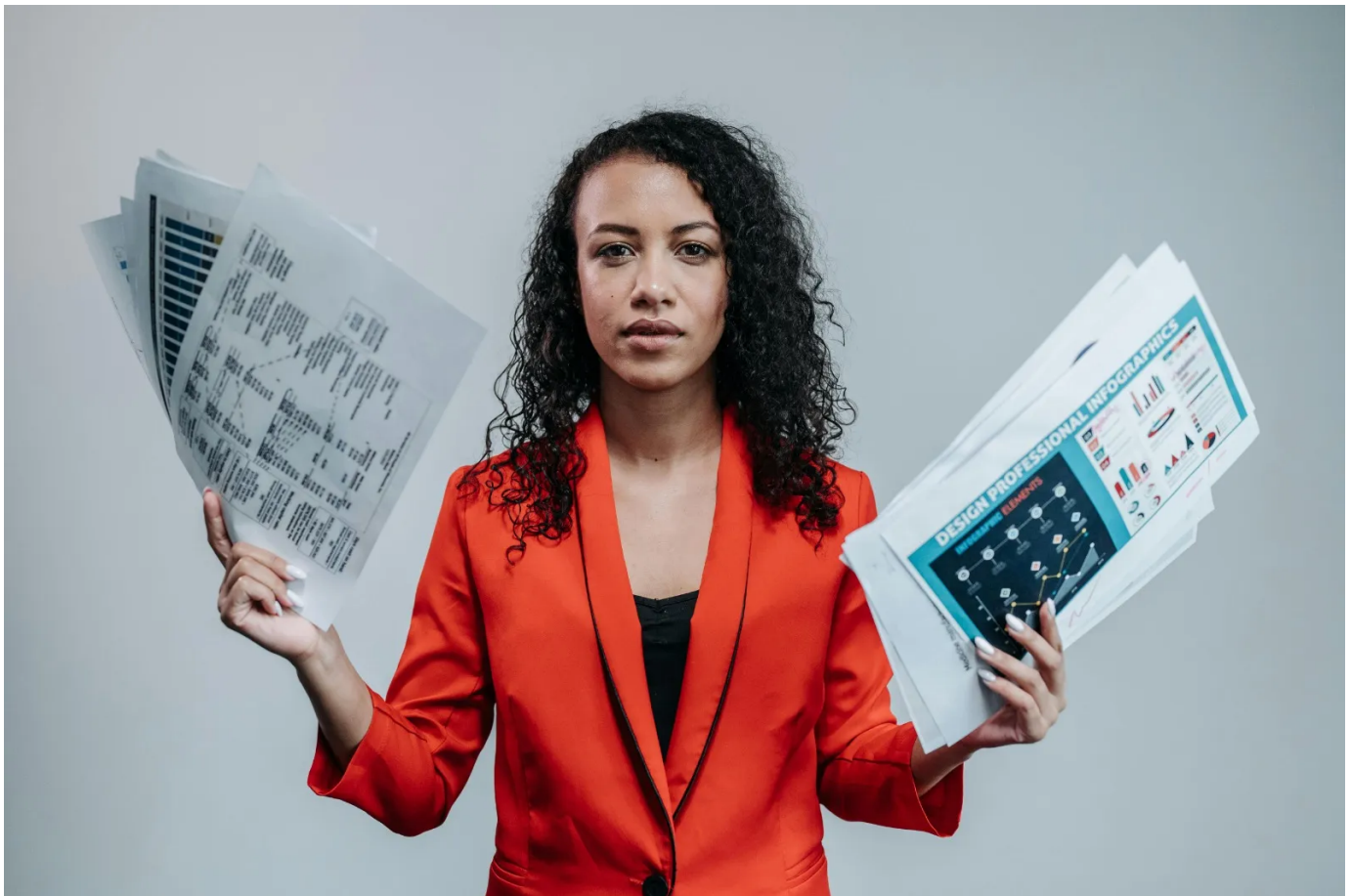
In the case of **leaders**, it enables them to present strategies clearly, build trust, and defend their ideas or proposals in front of work teams or investors.

For **professionals**, the course helps them to structure reports, pitch proposals, and make sense of data. Although AI can process information, it's up to people to

interpret and communicate findings.

In the case of **students**, it encourages them to feel comfortable when speaking, prepare for work interviews, construct a professional identity, and play a more active role in academic presentations.

“Today, we should leave the repetitive tasks to AI and focus on what’s strategic, on designing ideas. That’s what we work on in this course.” - José Luis Mata



The role of AI in presentations

This technology enables us to leave the **tedious tasks to AI** when making a presentation while we dedicate our time to the strategic part, says Mata, who has 23 years of experience in e-learning matters.

The course is organized into **three types** of design to strengthen **communication**:

Content design: What you want to say and how you say it. This includes the use of storytelling, logical structure, and message development.

Visual design: The use of color, typography, and strategic composition, with the support of AI-based tools.

Presentation design: Aspects such as body language, voice, gestures, and facial expression. This includes oratory as a means of connecting with the audience.

“Throughout this process, we develop our soft skills: continuous learning, effective communication, active listening, critical thinking, creativity, and non-verbal language,” he highlights.

More than tools: A way to structure thinking

“Although AI can generate slides, it can’t tell your story or forge an emotional connection with your audience. That continues to be a human role,” mentions Mata in an interview with [CONECTA](#).

Although the course includes an introduction to **10 AI tools** that are useful for presentations, its focus goes beyond technical aspects.

It aims to get people to learn to **structure ideas, reason, and communicate purposefully**.

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The legacy behind the course

This course also came about as a collaborative project with **Professor Eduardo Pérez**, who passed away during its development. José Luis Mata completed the content based on the initial structure that both had worked on.

“Eduardo was on the point of completing 100 semesters at the Tec. Many of the ideas in the course are his. This was a way to recognize his career.”

Why should I take the course?

Here are the **five reasons** José Luis Mata highlights for enrolling on ***High-Impact Presentations with AI***:

1. Developing key skills for a workplace that includes AI
2. Discovering technological tools that enable greater efficiency
3. Learning to express ideas clearly
4. Strengthening the ability to communicate
5. Understanding how to lead with a human focus in a technological setting



How can I enroll on the course?

This **MOOC** is **free for the Tec community** and is also available at no cost for those who don't need a certificate.

There is also the option to obtain a certificate at a **cost of 50 dollars**. It is available on [Coursera](#) as part of **Tec de Monterrey's** strategy to foster continuous learning.

"Today, we should leave the repetitive tasks to AI and focus on what's strategic, on designing ideas. That's what we work on in this course," concludes Mata.

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